

The 3-Step Referral System Blueprint

These three structural moves create the foundation for a referral system that runs on intention, not chance. When practiced consistently, they transform referrals from occasional surprises into a steady, predictable pipeline.

Based on the work of Stacey Brown Randall.

1 Identify & Segment Your Referral Sources

Break your network into three buckets: existing referral sources (already referred to you), potential sources (centers of influence who encounter your ideal client), and clients (current and past). Each group needs different attention.

Key Actions

- Existing sources — reinforce the pattern
- Potential sources — build memorability & trust
- Clients — engineer conditions for natural referrals

2 Bake Referral Seeds Into the Experience

Small, intentional phrases woven into your relationships keep you present in someone's mind. With clients: "I'm so glad Lisa referred you." With sources: name the person in your thank-you. With potential sources: help first, remove all pressure.

Key Actions

- Plant seeds throughout — not just at the end
- Name the referred person specifically
- Lead with helping, not asking

3 Cultivate With "Running Five, Keeping Warm"

You can't nurture 50 people at once. Pick 5 for real conversations each month, then keep the rest warm with genuine, low-effort touchpoints: a thoughtful comment, a repost, a "saw this and thought of you" note.

Key Actions

- 5 active connections per month
- Light touchpoints for the rest
- Steady presence over time builds desire

